

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A system for providing personalized content to a user, comprising:
  - a data warehouse that stores user data corresponding to a user;
  - an ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes;
  - an inferencing engine that generates consequences based on information in said data warehouse, wherein said user data is tagged in accordance with the collection of nodes of said ontology.
2. (Original) The system of claim 1, wherein the data warehouse contains healthcare data.
3. (Original) The system of claim 1, wherein the data warehouse contains human resource data.
4. (Original) The system of claim 1, wherein the data warehouse contains financial data.
5. (Currently Amended) The system of claim 1, further comprising:
  - a content store,
  - wherein content information from said content store is tagged in accordance with the collection of nodes of said ontology.
6. (Original) The system of claim 1, wherein said inferencing engine generates and outputs a personal interest graph (PIG) created for the user based on data rules.

7. (Currently Amended) The system of claim 5, wherein said inferencing engine generates and outputs a personal interest graph (PIG) created for the user based on data rules, said system further comprising:

a display for displaying ~~selective~~ information selected from said content store based at least in part on the PIG.

8. (Original) A system for providing personalized content to a user, comprising:  
a data warehouse that stores user data corresponding to a user;  
an ontology;  
an inferencing engine that generates consequences based on information in said  
data warehouse, wherein said user data is tagged in accordance with said  
ontology~~The system of claim 1~~, and wherein the inferencing engine generates and outputs a list of weighted nodes.

9. (Currently Amended) The system of claim 5, further comprising a display for said  
~~display~~ providing a personalized view of said content for said user.

10. (Currently Amended) The system of claim 5, further comprising a display for said  
~~display~~ providing a personalized view of said content regarding said user for a third party.

11. (Original) The system of claim 1, wherein said user data includes click stream data.

12. (Original) The system of claim 1, wherein said user data includes source data.

13. (Original) The system of claim 1, wherein said user data includes explicit data.

14. (Original) The system of claim 1, wherein said user data includes implicit data.

15. (Original) The system of claim 1, further comprising a third party user obtaining a personalized view of said user, wherein the third party user is displayed information relating at least in part to said user's personalized view.

16. (Original) The system of claim 15, wherein the third party provides information to said user related to said displayed information.

17. (Original) The system of claim 15, wherein the third party provides information regarding said user to another, other than said user.

18. (Original) The system of claim 1, further comprising:

a data mart that receives tagged user data and

an analytics console that analyzes said tagged user data in at least one of said data mart and said data warehouse.

19. (Currently Amended) ~~A method~~ An electronic process for drawing conclusions for personalized content relating to a user, comprising the steps of:

receiving user data corresponding to a user;

tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

drawing conclusions over at least said tagged user data.

20. (Currently Amended) The ~~method~~ electronic process of claim 19, wherein said drawing conclusions step is performed by at least one inferencing engine.

21. (Currently Amended) The ~~method~~ electronic process of claim 19, wherein said receiving user data step includes receiving healthcare data related to said user.

22. (Currently Amended) The ~~method~~ electronic process of claim 19, wherein said receiving user data step includes receiving human resource data related to said user.

23. (Currently Amended) The ~~method~~ electronic process of claim 19, wherein said receiving user data step includes receiving financial data related to said user.

24. (Currently Amended) The ~~method~~ electronic process of claim 19, further comprising the step of:

generating a personal interest graph (PIG) regarding a user based on data rules.

25. (Currently Amended) The ~~method~~ electronic process of claim 19, further comprising the steps of:

generating and outputting a list of weighted nodes.

26. (Currently Amended) The ~~method~~ electronic process of claim 19, further comprising the step of:

displaying said conclusions to said user.

27. (Currently Amended) The ~~method~~ electronic process of claim 19, further comprising the step of:

displaying said conclusions to a third party.

28. (Currently Amended) The ~~method~~ electronic process of claim 19, further comprising the steps of:

receiving content;

tagging said content in accordance with the collection of nodes of said ontology.

29. (Currently Amended) The ~~method~~ electronic process of claim 19, further comprising the step of:

enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

30. (Currently Amended) The ~~method~~ electronic process of claim 19, further comprising the steps of:

separately storing said tagged user data in a data mart, and  
analyzing said separately stored tagged user data.

31. (Currently Amended) A computer system for drawing conclusions for personalized content relating to a user, comprising:

means for receiving user data corresponding to a user;

means for tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

means for drawing conclusions over at least said tagged user data.

32. (Currently Amended) The computer system of claim 31, wherein said means for drawing conclusions further comprises:

means for drawing inferences.

33. (Currently Amended) The computer system of claim 31, further comprising:

means for generating a personal interest graph (PIG) regarding a user based on data rules.

34. (Currently Amended) The computer system of claim 31, further comprising:

means for generating and outputting a list of weighted nodes.

35. (Currently Amended) The computer system of claim 31, further comprising:

means for displaying said conclusions to said user.

36. (Currently Amended) The computer system of claim 31, further comprising:

means for displaying said conclusions to a third party.

37. (Currently Amended) The computer system of claim 31, further comprising:

means for receiving content;

means for tagging said content in accordance with the collection of nodes of said ontology.

38. (Currently Amended) The computer system of claim 31, further comprising:

means for enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

39. (Currently Amended) The ~~method~~ computer system of claim 31, further comprising:

means for separately storing said tagged user data in a data mart, and

means for analyzing said separately stored tagged user data.

40. (Currently Amended) A computer-readable medium for storing a program, said program for drawing conclusions for personalized content relating to a user, said program having the steps of:

receiving user data corresponding to a user;

tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

drawing conclusions over at least said tagged user data.

41. (Currently Amended) A computer-readable medium for storing a data structure, said data structure comprising:

a first portion storing user data tagged in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes;

a second portion storing a weighting value associated with said user data.

42. (Original) The computer-readable medium according to claim 41, said second portion being part of a list of weighted nodes.

43. (Original) The computer-readable medium according to claim 41, said data structure forming a personalized interest graph.

44. (Original) The system according to claim 1, wherein said user is de-identified in said data warehouse.

45. (Currently Amended) The ~~method~~ electronic process according to claim 19, said receiving step further comprising the steps of:

receiving user data relating to a de-identified user; and,  
authenticating said de-identified user.

46. (Currently Amended) The computer system according to claim 31, further comprising:

means for receiving user data relating to a de-identified user; and,  
means for authenticating said de-identified user.

47. (Currently Amended) A system for providing tagged content comprising:

a content store that stores content information;  
an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes;  
a first inferencing engine that generates consequences based on information in said content store, wherein said content information is tagged in accordance with the collection of nodes of said ontology.

48. (Original) The system of claim 47, wherein said consequences are a weighted list.

49. (Original) The system of claim 47, wherein said consequences are a content information graph.

50. (Original) The system according to claim 47, further comprising:

a data warehouse that stores tagged user data; and  
a second inferencing engine that generates consequences based on said tagged user data.

51. (Original) The system according to claim 50, further comprising:

a comparator that compares the consequences of from said first inferencing engine with the consequences from said second inferencing engine.

52. (Currently Amended) ~~A method~~ An electronic process for drawing conclusions for content comprising the steps of:

receiving content information;

tagging said content information in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

drawing first conclusions over at least said tagged content information.

53. (Currently Amended) The ~~method~~ electronic process according to claim 52, further comprising the steps of:

storing tagged user data in a data warehouse; and

drawing second conclusions over at least said tagged user data.

54. (Currently Amended) The ~~method~~ electronic process according to claim 53, further comprising the step of:

comparing the consequences of ~~from~~ said drawing first conclusions step with the consequences of said second conclusions step.

55. (Currently Amended) The ~~method~~ electronic process according to claim 52, wherein said first conclusions are a weighted list.

56. (Currently Amended) The ~~method~~ electronic process according to claim 52, wherein said first conclusions are a content information graph.



57. (Currently Amended) A computer system for drawing conclusions for content comprising:

means for receiving content information;

means for tagging said content information in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

means for drawing first conclusions over at least said tagged content information.

58. (Currently Amended) The computer system according to claim 57, further comprising:

means for storing tagged user data in a data warehouse; and

means for drawing second conclusions over at least said tagged user data.

59. (Currently Amended) The computer system according to claim 58, further comprising:

means for comparing the consequences of ~~from~~ said means for drawing said first conclusions with the consequences of said means for drawing said second conclusions.

60. (New) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an article.

61. (New) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an advertisement.